

**DETAILED ACTION**

1. 1, 4, 9-18, and 121-131 are pending in the application.

***Continued Examination Under 37 CFR 1.114***

2. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 11/14/2009 has been entered.

***Response to Arguments***

3. Applicant's arguments with respect to claims have been considered but are moot in view of the new ground(s) of rejection.

***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. **Claims 1, 4, 9-18, 121-127, 130 and 131 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent Application Publication No. 2003/0069874**

**to Herzog et al. [hereinafter Herzog, previously cited] in view U.S. Patent Application Publication No. 2002/0152332 to Rensin et al. [hereinafter Rensin, previously cited] and further in view of 2007/0239709 to Wiryawan et al. [hereinafter Wiryawan].**

6. As to claim 1, Herzog teaches an apparatus comprising one or more memory storage areas [paragraph 0214], connected to one or more processors [paragraph 0224], the one or more processors for:

mapping a plurality of fields of contact data [synchronization traders 52, 54 and 56 is responsible for performing a mapping operation between fields of the local database 30, and a database maintained, by the PIM 22; p. 5, paragraph 0059] from personal information manager (PIM) software [PIM 22; p. 5, paragraph 0059] to a plurality of corresponding fields [p. 7, paragraph 0087; "power find" panel 134 further provides a "global search" option that is use-selectable to provide a more powerful searching tool, utilizing which the user may search multiple fields using respective criteria for each of those information field; paragraph 0112] of the web page [GUI 24 of a client application 18; paragraph 0100] of a web application [application server 40; paragraphs 0054 and 0211] to produce a mapping [presented within the contact details panel 152 and retrieved based on personal information within the local database 30; p. 11, paragraph 0118; p. 7, paragraphs 0084 and 0087];

causing display of the web page of the web application [main window 130 includes a tool bar 132, a "power find" panel 134; paragraphs 0109, 0110 and 0134],

wherein the display comprises a prompt requesting input of data into the plurality corresponding fields of the web page [p. 7, paragraph 0087; "power find" panel 134 further provides a "global search" option that is user-selectable to provide a more powerful searching tool, utilizing which the user may search multiple fields using respective criteria for each of those information field; paragraph 0112] of the web application [persistent window 182 also includes contact, web and stock tabs in order to allow a user to direct a search that utilizes text inputted into the field 184; paragraph 0134];

receiving input entering one or more alphanumeric characters into a field of a web page of the application [a "power find" panel 134 via which a user may conduct a search of contact information contained within the local database 30; p. 10, paragraphs 0110 and 0111];

causing display of more than one sets of contact data that match the entered alphanumeric characters [after entering the leading letter "c", all contacts having a last name beginning with "c" will be displayed within the browser panel 136; p. 10, paragraphs 0110 and 0111];

receiving input selecting one of the displayed sets of contact data to be mapped to the fields of the web page [user may conveniently view contact information for each respective category by performing a selection operation; p., 10, paragraph 0113]; and

transmitting the web page containing mapped data as output data to a web server executing the web application via a communication network [query formulated and issued at block 424 may be presented to a product vendor, such as a flower

vendor. In this case, address details for a contact may be communicated to a web site operated by a flower vendor; paragraph 0206, 0111 and paragraphs 0199 – 0201]. Hertzog does not specifically disclose mapping data from one or more fields of the selected set of contact data to the one or more corresponding fields of the web page of the web application to automatically populate the web page by using the mapping data.

However, Rensin teaches mapping data from one or more fields of the selected set of contact data to the one or more corresponding fields of the web page [Each item listed on the menu has a link to software plug-in 27 to properly fill an on-line form in web site 23 with data records from a local database in handheld Internet appliance 20; paragraph 0046] of the web application [API invokes the software plug-in that implements the functions required to fill an on-line form with data records from a local database in the handheld Internet appliance; paragraphs 0023, 0042, 0045, 0048, and 0063] to automatically populate the web page by using the mapping data [automatically fill on-line forms with data records saved in a local database of a handheld Internet appliance; paragraph 0027, 0044, 0053, 0055 and 0056].

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the invention of Hertzog to incorporate the features of Swan because this enables users to automatically fill on-line forms with data records saved in a local database of a handheld Internet appliance and enables the on-line forms to be filled with data records from a local database of a handheld Internet appliance prior to displaying the web site containing the on-line forms [paragraph 0027 of Rensin]. Hertzog and Swan do not disclose generating a display prompting a user of

the apparatus to map respective fields of the contact data from the PIM software to respective fields of a web page.

However, Wiryawan teaches generating a display prompting a user of the apparatus to map respective fields [the source field(s) and the destination field(s) may be defined by the user, via a data map field applet 505; paragraphs 0036; 0013 and 0023] of the contact data from the PIM software [map the data, entered in the form applet and stored in the database, to the second set of data fields; paragraph 0014] to respective fields of a web page [source business object 601 and the destination business object 603 may be defined by the user, via a data map object applet 501 (see, e.g., FIG. 5), by manual entry of applicable information, or by selection of desired information from a pull-down menu; paragraph 0031 and 0032].

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to further modify the invention of Hertzog and Swan to incorporate the features of Wiryawan. One of ordinary skill in the art would have been motivated to make the combination because this provides a flexible business service that allows the user to map data so that information/data entered in a data field in one UI display, for example, may appear in a data field in another UI display without the necessity of re-entering the information/data [paragraph 0030 of Wiryawan].

7. As to claim 121, this is a program product claim that corresponds to apparatus claim 1; see the rejection to claim 1 above, which also teaches the features of this program product claim.

8. As to claims 4 and 122, Herzog teaches the mapping data maps the field of contact data to the corresponding field of the web application via a browser extension embedded in the web page of the application [p. 10, paragraph 0111 of Herzog].
9. As to claims 9 and 123, Herzog as modified teaches outputting the mapped contact data generated by automatically populating the contact data to the application to an output device [paragraphs 0062 and 0064 of Rensin].
10. As to claim 10, Herzog teaches the output device generates a printed document based on the mapped contact data [paragraphs 0148 and 0155].
11. As to claim 11, Herzog teaches wherein the communication network is the Internet [p. 11, paragraph 0118 of Herzog].
12. As to claim 12, Herzog teaches the contact data comprises a person's name [p. 6, paragraph 0071].
13. As to claim 13, Herzog teaches the contact data comprises a company name [p. 6, paragraph 0071].

14. As to claim 14, Herzog teaches the contact data comprises an address [p. 6, paragraph 0071].

15. As to claim 15, Herzog teaches the contact data comprises a telephone number [p. 8, paragraph 0096].

16. As to claim 16, Herzog the contact data comprises a mobile number [p. 8, paragraph 0096].

17. As to claim 17, Herzog the contact data comprises a facsimile number [p. 11, paragraph 0125].

18. As to claim 18, Herzog teaches the contact data comprises an email address [p. 6, paragraph 0071].

19. As to claim 124, Herzog as modified teaches wherein mapping the plurality of fields of contact data is performed by the one or more processors in response to receipt of a prompt provided to a display [paragraph 0087 of Herzog and paragraph 0155 of Swan].

20. As to claim 125, Hertzog as modified teaches wherein executable portion configured to map the plurality of fields of contact data occurs in response to receipt of a prompt provided to a display [paragraph 0087 of Hertzog and paragraph 0155 of Swan].
21. As to claims 126 and 127, Hertzog as modified teaches wherein the one or more processors are further configured for associating the fields mapped by the user to produce the mapping data [data map object; paragraph 0035 of Wiryawan].
22. As to claims 130 and 131, Hertzog as modified teaches wherein the one or more processors are configured for generating a PIM template that comprises the plurality of fields of contact data [template-based or fully customizable Web pages for the use of its registered contacts 14-17, and provides simple interfaces for including links to such Web pages in the contact record for each contact 14; paragraph 0069 of Swan].
23. **Claims 128 and 129 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hertzog, Swan, Wiryawan and further in view of U.S. Patent Application Publication No. 20030033260 to Yashiro et al. [hereinafter Yashiro].**
24. As to claims 128 and 129, Hertzog teaches a web application that enables the user to specify and conclude a transaction for the purchase of a product to be shipped to the address of a relevant contact [paragraph 0206]. Hertzog does not teach the web application is configured to generate at least one shipping label that is transmitted to the

apparatus via the network; the shipping label comprises an address indicated by the mapping data; and the shipping label is used for transport of at least one parcel.

However, Yashiro teaches automatically populating fields of a form based information retrieved from a database [paragraphs 0070 and 0078], a web application is configured to generate at least one shipping label that is transmitted to the apparatus via the network [Web server generates shipping label data; paragraph 0168]; the shipping label comprises an address indicated by the mapping data [paragraph 0168]; and the shipping label is used for transport of at least one parcel [shipping label data also include data necessary to print an actualization code on the label, indicating that the shipping of the package; paragraph 0168].

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to further modify the invention of Hertzog, Swan and Wiryawan to incorporate the features of Yashiro. One of ordinary skill in the art would have been motivated to make the combination because this allows shipping label data to be transmitted from the web server to the client computer and allows the printer to print the shipping label [paragraph 0170 of Yashiro].

#### **CONTACT INFORMATION**

25. Any inquiry concerning this communication or earlier communications from the examiner should be directed to LI B. ZHEN whose telephone number is (571)272-3768. The examiner can normally be reached on Mon - Fri, 8:30am - 5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Hyung Sub Sough can be reached on 571-272-6799. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Li B. Zhen/  
Primary Examiner, Art Unit 2194